

A PLAIN GUIDE TO INVESTMENT AND FINANCE

INTRODUCTION

THE object of this book is simple and direct. All people need to invest their savings from time to time. They are not in the way of knowing, from professional experience in finance, what securities are best worthy of attention at certain periods; and what should be avoided, and why. Most probably they have not available the skilled advice of competent persons; and they themselves possess but a moderate and merely general knowledge of what forms a sound investment¹ in spite of fluctuations of values, and of partial or extensive panics, or in what manner its soundness or inferiority should be discriminated.

This book is an attempt to furnish practical guidance on these questions, and is addressed to the ordinary investor, who shuns speculation, and simply wishes to place his money in securities which, so far as foresight and caution can provide, may be reasonably free from frequent anxiety in the holding,

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security, to use* a homely phrase, upon which he can sleep in comfort, with the feeling that his savings are safe in their keeping.

A brief reference to the course pursued in the book will show the kind of map it has attempted to draw for the investor's

¹ From the Latin, *in*, *in*, and *retire*, to clothe: then, to cover generally, *in* with a garment; and *in* metaphorically applied to capital, which, *in* to protect, instead of being kept bare, is covered and protected by a security* (*titelfote*, p. 4.)